

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of

Jain et al.

Serial No.: Not Yet Assigned

Group Art Unit: Unknown

Filing Date: Concurrently Herewith

Examiner: Unknown

For: A METHOD, SYSTEM AND COMPUTER PROGRAM PRODUCT
FOR DYNAMIC MARKETING

Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Under the provisions of 37 CFR §1.97 through §1.99 and pursuant to applicants' duty of disclosure under 37 CFR §1.56, applicants respectfully bring the following documents, listed on the attached form PTO-1449, to the attention of the Examiner in charge of the above-identified application. Copies of the listed documents are provided herewith for the convenience of the Examiner. This citation does not constitute an admission that the references are relevant or material to the claims. They are only cited as constituting related art of which the applicants are aware.

It is respectfully requested that the listed references be considered by the Examiner and formally made of record in this application.

Please charge any deficiencies in fees and credit any overpayment of fees to Attorney's Deposit Account No. 09-0441.

Respectfully submitted,



Mohammad S. Rahman
Registration No. 43,029

9-30-2003

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Substitute for form 1449B/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT				Complete if Known	
				Applicati n Number	
				Filing Dat	
				First Named Inventor	
				Group Art Unit	
				Vivek Jain	
				Examiner Name	
Sheet	1	of	2	Attorney Docket No	
				JP9-2003-0093US1	

US PATENT DOCUMENTS						
Examiner Initials	Cite No	US Patent		Patentee or Applicant of Cited Document	Date of Publication MM-DD-YYYY	Relevant Pages, Columns, lines and Figures
		Number	Code			
		20020013776A1		Kishi, Tomoaki	January 31, 2002	Abstract; Claim 1
		20020062481A1		Malcolm Slaney, Bonnie Johnson, Annarosa Tomasi, Steven E. Saunders, Tom Ngo, Gavin Miller, Michele M Covell, and Paul Freiburger	May 22, 2002	Abstract; Claim 1

FOREIGN PATENT DOCUMENTS								
Examiner Initials	Cite No	Foreign Patent			Patentee or Applicant of Cited Document	Date of Publication MM-DD-YYYY	Relevant Pages, Columns, lines and Figures	T
		Off	Number	Code				

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EXAMINERS SIGNATURE		DATE CONSIDERED	
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Substitute for form 1449B/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT				Complete if Known	
				Application Number	
				Filing Date	
				First Named Inventor	Vivek Jain
				Group Art Unit	
				Examiner Name	
Sheet	2	of	2	Attorney Docket No	JP9-2003-0093

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS			
Examiner Initials	Cite No	Include name of Author (in CAPITALS), title of the article, title of the item (book, magazine, journal, serial, symposium, magazine, etc.), date, page(s), volume-issue number(s) and publisher.	T
		EDWIN PEDNAULT, NAOKI ABE, BIANCA ZADROZNY, HAIXUM WANG, WEI FAN, AND C. APTE , "Sequential cost sensitive decision making with reinforcement learning", in KDD 2002.	

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